

**RECORD OF REQUEST FOR PURCHASE OF POLITICAL TIME**  
**CANDIDATE/AUTHORIZED COMMITTEE FORM**  
(THIS FORM MUST BE COMPLETED FOR ALL REQUESTS [ORAL OR WRITTEN] AND PLACED IN  
POLITICAL AND PUBLIC INSPECTION FILE)

1. Date of Request: 4/24/14
2. Name of Person making the Request: Lawrence & Schiller (Lorne Lambert)
3. Address of Person making the Request: 3937 S Willow Ave,  
Sidney Falls, SD 57105
4. Telephone Number of Person making the Request: 605-338-8000
5. Name of Candidate: Dennis Daugaard
6. Name of Candidate's Authorized Committee: Daugaard for Governor
7. Name of Treasurer of Committee: Linda Mickelson Graham
8. Legally-Qualified Candidate for the Office of: SD Governor in the County of \_\_\_\_\_
9. Election:
- |                  |          |                |                     |             |
|------------------|----------|----------------|---------------------|-------------|
| PRIMARY ELECTION | <u>✓</u> | Democrat _____ | Republican <u>✓</u> | Other _____ |
| GENERAL ELECTION | _____    | Democrat _____ | Republican _____    | Other _____ |
| CAUCUS           | _____    | Democrat _____ | Republican _____    | Other _____ |
10. Information Requested: political rates
11. Information Provided: same as requested
12. Request to Purchase Time: \_\_\_\_\_ ACCEPTED \_\_\_\_\_ REJECTED
13. If request to purchase time is GRANTED attach a copy of (i) the Agreement For Political Cablecasts, (ii) schedule of time purchased (including rates charged, class of time purchased), invoice and (iii) Affidavit of Performance indicating dates and times the advertisement aired.

Signed: \_\_\_\_\_  
Signature of Individual Receiving Request

Date: \_\_\_\_\_

# New Order

Media: Cable

Market: Sioux Falls

Vendor:

Viamedia/SDN-Vyborg  
Zone, SD-9607 (sent as  
9607 SDN SIOUX FALLS,  
Viamedia/East River, SD)

Billing To: Lawrence & Schiller

Client: Dagaard for Governor - 2014

Demo: Adults 35-64

Product: Primary

Separation: 30

3932 S Willow Ave  
Sioux Falls, SD 57105

CPE: DAU GRD/2878

Flight Start: 5/12/14

AE: Ryan Bolger (Viamedia)

Description: DD14 - Primary Campaign  
Cable Est 2878

Flight End: 6/8/14

Phone:

Phone:

Rep:

Sales Office:

Fax:

Fax:

605-335-6600

Version: 1

Survey:

Comments:

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	5/12	5/19	5/26	6/2	Total Spots	Adults 35-64	CPP
1	MTuWThFSaSu 6:00A-9:00A FXNC (FOX NEWS)	DT	\$18.00	C 30	10	10	10	0	30		
2	MTu 6:00A-9:00A FXNC (FOX NEWS)	DT	\$18.00	C 30	0	0	0	6	6		
3	MTuWThFSaSu 4:00P-8:00P FXNC (FOX NEWS)	DT	\$18.00	C 30	8	8	8	0	24		
4	MTuWThFSaSu 8:00P-12:00A FXNC (FOX NEWS)	PT	\$32.00	C 30	10	10	10	0	30		
5	MTuWThFSaSu 4:00P-8:00P ESPN (ESPN)	RT	\$20.00	C 30	7	7	7	0	21		
6	MTuWThFSaSu 8:00P-12:00A ESPN (ESPN)	RT	\$33.00	C 30	7	7	7	0	21		
7	M 8:00P-12:00A ESPN (ESPN)	RT	\$33.00	C 30	0	0	0	4	4		
Total Spots:									136		
Total GRP/GIMP(000):									0.0		

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots	Total Gross CPP:	Total Net CPP:
5/2014	\$2,030.00 - 84	\$0.00 - 0	\$2,030.00 - 84	\$0.00	\$0.00
6/2014	\$1,255.00 - 52	\$0.00 - 0	\$1,255.00 - 52	\$0.00	\$0.00
Total Gross Cost:				\$3,285.00	
Total Net Cost:				\$2,792.25	

## Disclaimer:

Confirming this order also confirms that the Terms and Conditions set forth by Lawrence & Schiller have been accepted. To review please visit <http://www.l-s.com/termsandconditions/>  
 -Send the original invoice and one copy to L&S by the 5th of the billing month.  
 -We prefer electronic invoicing. SPOTDATA IDB# 1030.  
 -Our estimate number must be included on the invoice.  
 -Rotate spots equally through the days and time periods ordered.  
 -Adjacencies will not be accepted.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

Via Media

**Date:**

4/24/14

I, Lorne D Lambert,  
being/on behalf of: Dennis Daugaard, a legally  
qualified candidate of the Republican political  
party for the office of: South Dakota Governor  
in the South Dakota Primary  
election to be held on: 6/3/14

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached schedule					

**Total Charges:**



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

the Dennis Daugaard Campaign

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Linda Mickelson Graham

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

4/24/11  
Date

Linda D. Graham  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title